



***SNOW-SHOE***  
**C O M P A N Y**

**Winter of 23/24**

## **ATLAS BRAND STATEMENT**

For over 25 years, Atlas has been committed to the principle that better technology delivers an enhanced outdoor experience. Our dedicated snowshoe engineers conduct a perpetual process of design and development rounded out with testing in the gnarly terrain of the Cascades.

Our vision is to be the most technically innovative snowshoe brand in the world.

Dedication to the winter journey motivates Atlas to deliver the most technically advanced, high performance snowshoes available today. With 19 patents and counting, Atlas continues its quest to design superior snowshoe products for the outdoor enthusiast.

	<b>BACKCOUNTRY</b>		<b>ALL-MOUNTAIN</b>		<b>TRAIL WALKING</b>		<b>SPEED</b>				
<b>RANGE SERIES</b>	<b>RANGE-BC</b>		<b>RANGE-MTN</b>		<b>RANGE-TRAIL</b>		<b>RACE</b>		<b>RUN</b>		
	MEN'S SIZES: 24", 30"	WOMEN'S SIZES: 22", 24"	MEN'S SIZES: 24", 30", 36"	WOMEN'S SIZES: 22", 24"	MEN'S SIZES: 24", 30"	WOMEN'S SIZES: 22", 24"	UNISEX SIZES: 22"	UNISEX SIZES: 22"			
<b>TUBULAR SERIES</b>	<b>MONTANE</b>		<b>TREELINE</b>		<b>ACCESS</b>		<b>NEW UPLAND</b>		<b>YOUTH</b>		
									<b>SPARK</b>	<b>MINI</b>	
	MEN'S SIZES: 25", 30", 36"	WOMEN'S SIZES: 23", 27"	MEN'S SIZES: 25", 30"	WOMEN'S SIZES: 23", 27"	MEN'S SIZES: 25", 30", 36"	WOMEN'S SIZES: 23", 27"			SIZE: 20" 6-12 YEARS OLD	SIZE: 17" 4-8 YEARS OLD	
<b>HELIUM SERIES</b>	<b>HELIUM-BC</b>		<b>HELIUM-MTN</b>		<b>HELIUM-TRAIL</b>		<b>ACCESSORIES &amp; KITS</b>				
							<b>ADJUSTABLE POLES</b>	<b>DELUXE SNOWSHOE TOTE</b>	<b>SNOWSHOE TOTE</b>	<b>HELIUM-TRAIL KIT</b>	<b>ALL-SEASON POLE KIT</b>
	UNISEX SIZES: 23", 24"		UNISEX SIZES: 23", 24", 30"		UNISEX SIZES: 23", 24", 30"		ALL-MOUNTAIN 3-PIECE POLES	TRAIL WALKING 2-PIECE POLES			

\*30" available on back only

# There are Three Different Series Available

Within each series there are Backcountry, All Mountain or Trail Walking versions available

- **Helium Series**

- Injection molded plastic deck
- Unisex sizing means fewer SKUs for the retailer
- Offers maximum traction and durability
- Excels in icy or hard packed conditions

- **Range Series**

- Rigid frame combined with a vinyl deck provides a great alternative to either the traditional or plastic models
- Frame offers great traction and the vinyl deck provides a more comfortable stride
- Different men's & women's versions and sizes offer more precise amounts of floatation
- The MTN model is available in 35" size for heavier users in deeper conditions

- **Tubular Series**

- Modern versions of the traditional aluminum tubing framed snowshoes
- Construction allows for a narrower snowshoe for women compared to a wider men's version
- Inherent flexibility offers a more comfortable hiking stride, especially in uneven terrain



# New for Fall/Winter 23/24



## MONTANE BINDING

- Yoke-style binding visually relates to mountaineering crampons
- Tool-less heel straps
- 20% lighter
- Clean and modern aesthetic
- Rotating clip for strap management



## UPLAND

- A backcountry tool specifically for snowboarders who are boot packing steeps and packing down jumps in the backcountry
- Packs ¼" thinner than Verts
- Added traction compared to verts
- Stiffer than Verts
- Tail rocker for flat terrain

# RANGE SERIES - KEY FEATURES



## NEW REACTIV-TRAC FRAME

One-piece lightweight aluminum traction rail frame provides maximum traction and durability.

## PIVOT LIMITER

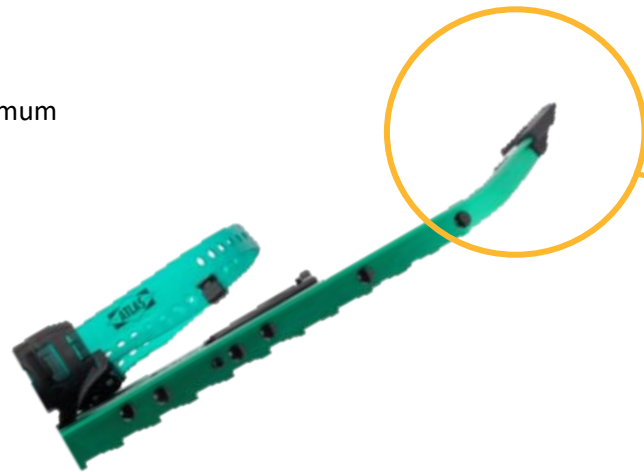
Sits lower on the frame, rooting your strides to the ground.

## HEEL CROSS BRACE

Secure heel traction for downhill and sidehill travel.

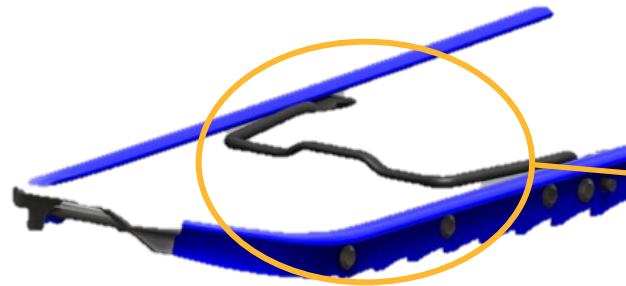
## V-TAIL

Atlas's signature V-tail allows the snowshoe to track straight in the snow, allowing for a more energy efficient experience



## TAIL KICK

Helps keep snowshoe from dragging and enhances natural walking motion.

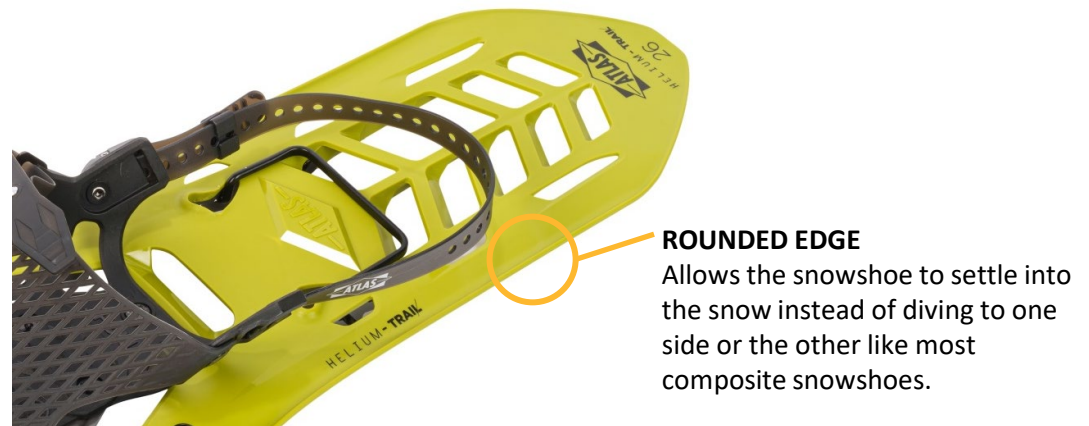
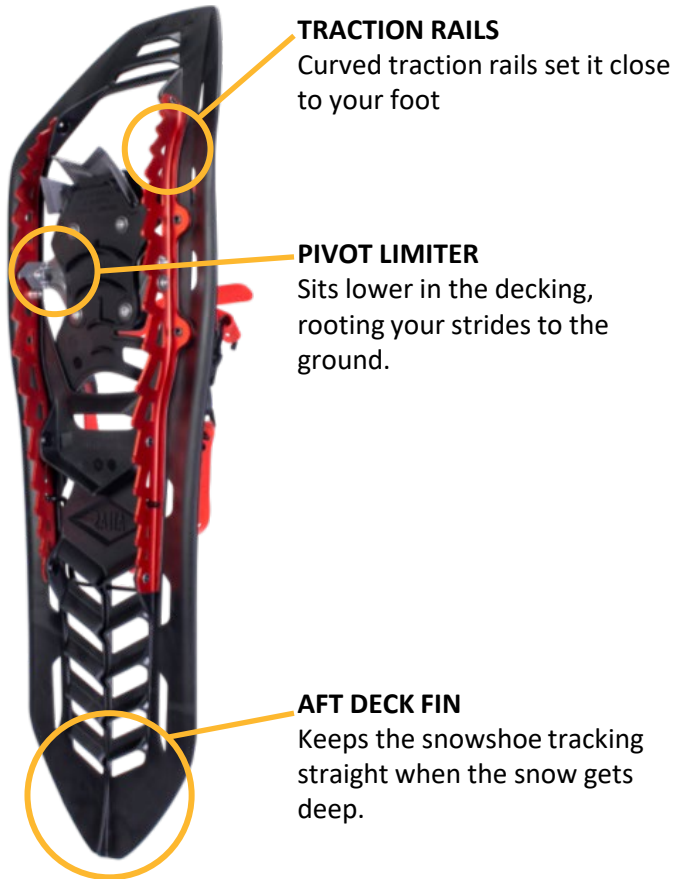


## FORMED HEEL LIFT

Heel lift is formed to easily move into the up position with your fingers or with a pole tip.



# HELIUM SERIES - KEY FEATURES



# SPEED SERIES



RACE

- Available Sizes: Unisex 22"  
Weight/Pair: 2.16 lbs / 0.98 kgs (with binding)  
1.72 lbs / 0.78 kgs (without binding)  
Surface Area: 134 sq in  
Features:
- 7075 Speed V-Frame
  - Z-Speed Race Binding
  - Direct Mount Capability
  - Z-Trac Crampon
  - Adjustable Spring-Loaded™ Suspension
  - Nytex Decking



RUN

- Available Sizes: Unisex 22"  
Weight/Pair: 2.54 lbs / 1.15 kgs  
Surface Area: 134 sq in  
Features:
- 6061 Speed V-Frame
  - Speed Helix™ Binding
  - Dual-Trac™ Toe Crampon
  - Spring-Loaded™ Suspension
  - Nytex Decking

# YOUTH SERIES



Blue

## SPARK

- Available Sizes: 20"  
Recommended Ages: 8-12  
Weight/Pair: 2.32 lbs / 1.05 kgs  
Surface Area: 121 sq in  
Features:
- V-Frame™
  - Grom Binding
  - Toe Crampon
  - Heel Cleat
  - Fixed Toe Cord



Purple



Blue

## MINI

- Available Sizes: 17"  
Recommended Ages: 4-8  
Weight/Pair: 1.90 lbs / 0.86 kgs  
Surface Area: 88 sq in  
Features:
- Kid's Molded V-Frame™
  - Grom Binding
  - Toe Crampon
  - Rotating Toe Cord
  - Snowflake Traction



Coral